

HW Hot Drinks in Turkey

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Local tea with rich heritage is increasingly being labelled as natural and organic

2022 sees natural in the lead in health and wellness hot drinks, as consumers' concern about their health is boosted by the pandemic

No added sugar rises within hot drinks in 2022, as consumers aim to improve their health and control weight

PROSPECTS AND OPPORTUNITIES

The earthquake in 2023 is likely to have various impacts on health and wellness hot drinks

Natural is also the most promising claim in health and wellness hot drinks to 2027, as consumers looked for less processed products

Lactose free expected to see widened consumer base over the forecast period

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

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Table 7 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Turkey - Industry Overview

EXECUTIVE SUMMARY

Overview

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